

PROMOTION INITIATION PACKAGE

6/20/94

Promo ID: 638

Description: Cambridge November B2G1F pack

Status: Concept [PA]

Umbrella: NONE

Promotion Month:

Nov-94

Delivery Vehicle:

Retail

Order Period:

8/15/94 - 11/11/94

Available in Field Period:

10/17/94 11/11/94

Delivery Period:

10/31/94 11/25/94

Promotion Objective:

In November of 1994, Cambridge will offer a B2G1F Pack promotion, which utilize a 3-pack cardboard sleeve assembled at the factory level. The promotion will be nationally distributed throughout pack outlets. The objectives of this promotion are to generate trial among competitive, price sensitive smokers; to heighten brand awareness, and increase visibility in pack outlets; and to reward current Cambridge smokers with a free pack.

Brands Involved: CAMBRIDGE

Consumer Offer(s): Product

Promotion Type: Pack

Outlet Type: Pack

Consumer Objective:

Geographic Scope:

National

Trade Class: Convenience, Grocery, Gas

Military Participation: Yes

Assembly Requirements: Precon Assembly
Whse Display
Retail Display

Account Type: All Accounts

Special Coverage:

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